

FriendsWithYou Launches A Geometrically Colorful Book

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Rainbows and sacred geometry burst from the beaming smiles of giant, inflatable installations and designer toys stare up at you and beckon your interaction. They're awfully colorful and friendly, and their warm smiles insist your attention, but what are they? They're FriendsWithYou, an LA based art collaborative, founded in Miami between two friends Samuel Albert Borkson and Arturo Sandoval III, that aims to connect people through friendship, spirituality, and unstructured, playful interaction.



FriendsWithYou uses their artwork to tear down social structures and build relationships between people by invoking laughter, inquisitiveness, and most importantly, play. So there's no wondering why they brought a giant bounce house (or "Fun House") to their book launch event at the MOCA Grand Avenue in Los Angeles last weekend.



Their monograph, *We Are FriendsWithYou*, is filled with a collection of their sculptures, illustrations, and installation art, covering their first 12 years as being FriendsWithYou. The book includes contribution from Pharrell Williams, Alejandro Jodorowsky, and Peter Doroshenko. If you couldn't make it out, their book can also be found online.



The release event was also to celebrate the debut of the FriendsWithYou/Print All Over Me capsule collection, launching on <http://printallover.me> this June.



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Magic, Luck, and Friendship radiate from FriendsWithYou, calling out to others to join their spiritual realm of symbolism and spiritual interaction. The geometric shapes and bold colors not only draw people to them, but draw people to each other. By connecting to the art and to one another, FriendsWithYou helps the viewer to begin a healing process through the limitless potential and free association of play.



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